To: Smith, Richard A., Westenberger, R, Noonan, R, Ridge, Robert
From: Campbell, Judy
Edited: 4/7/97 13:45
Subject: JUNE DORAL CARTON ONSERTS / #700269

RESPONSE DATE: FRIDAY, APRIL 11TH

Please review the attached Excel spreadsheet, make any updates and return to my attention by no later than FRIDAY, APRIL 11TH. Ensure that the number of Onserts and the number of 8-Case Displays utilized are as listed:

Division	No. SKUs / Onserts	No. / 8-Cs Displays (Item #527951)
1622	130	18
1623	36	8
1626	90	26
1638	144	16

As there are a limited number of allocated 8-Case Displays, I have included a column for additional Displays (temporary 90-Carton Display #458131) if needed. If you do not want a store to receive any Displays, you can indicate that in the 'No Display' column.

I have included a graphic showing the 8-Case Display #527951.
Any questions, let me know.

Judy

CC: Macleod, Stephen

51859 2349

Source: https://www.industrydocuments.ucsf.edu/docs/tlgn0000

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HIGH VOLUME OUTLETS

JUNE: DORAL CARTON ONSERT/ PROMOTION #700269

ONSERTS (ITEM #525152, PACKED 100/SKU) WILL BE SHIPPED TO RETAIL REPS 5/19/97.

USE ONSERT IN CONJUNCTION WITH NORMAL DISCOUNTING.

P.O.S. KITS AND DISPLAYS WIILL BE SHIPPED TO STORES 5/21/97.

- One P.O.S. Kit will be shipped for each Display; and one to each store not receiving a Display, unless otherwise indicated.

**NOTES: A limited allocation of 8-Case Permanent Displays (Item #527951) are available for this Display.

Indicate in the appropriate columns whether store should receive:

- 8-Case Permanent Display (#527951); - Generic 90 Ctn Display (Item #458131); - Or, NO Display should be shipped.

(Requested Number of Allocations of Display #527951 per Division must be utilized)

SR TERR	RR TERR	SIS #	FULL NAME	ADDRESS	CITY	STATE	#/Onserts (525152 @ 100/SKU) to R/Rep	No. of 8-Case Promo. Displays (#527951) P.O.S. Kit (#530183)	No. of 90-Ctn. Temp. Display (#458131) P.O.S. Kit (#525155)	NO DISPLAY (✓) (Store will receive P.O.S. Kit #525155)
162201	162239	583694	J & B TOBACCO	ROUTE 37	HOGANSBURG	NY	5			
162201	162239	596086	J.E.N. TOBACCO	BOX 134B ROUTE 37	BOMBAY	NY	5			
162201	162239	436499	B&M SMOKESHOP	RT 37 BOX 19	HOGANSBURG	NY	5			
162201	162239	539530	GRACE & ALLAN'S	RFD#1 BOX 137 RT 37	BOMBAY	NY	5			
162201	162239	520885	G & G TOBACCO	RR & ROUTE 37	ROOSEVELTOWN	NY	5			
162201	162239	130277	AHNAWATE CORNER ST	RACQUETTE PT RD	ROOSEVELTOWN	NY	5			
162201	162239	130280	OIONKWAONWE SMOKE S	ROUTE 37	ROOSEVELTOWN	NY	5			
162201	162239	562598	KANIENKEHAKA GAS	ROUTE 37 BOX 919	HOGANSBURG	NY	5			
162201	162239	088363	AKWESAANE TOB SHOP	RACE PT RD & RT 37	ROOSEVELTOWN	NY	5			
162201	162280	522487	WILD BILL'S ONE STOP	ROUTE 37	HOGANSBURG	NY	5			
162201	163830	492340	GANIENKEH	PO BOX 85	ALTONA	NY	5			
162204	162223	635914	SMOKIN JOES TOB SHOP	SR 171	SUSQUEHANNA	PA	20			
162204	162223	705046	SMOKIN JOES TOB SHOP	RR 1 BOX 1655	FRIENDSVILLE	PA	20			
162204	162223	674333	SMOKIN JOES	270 W ROOSEVELT HWY	WAYMART	PA	2			
162204	162228	676785	SMOKIN JOES	300 N ELMIRA ST	SAYRE	PA	10			
162205	162230	641087	ONONDAGA NATION	DBA FIREKEEPERS DINE	NEDROW	NY	4			
162205	162230	477231	ONONDAGA NATION	DBA KEVIN BUCKTOOTH	NEDROW	NY	4			
162206	162236	685454	ONEIDA CASINO	RT 46	NEDROW	NY	4			
162206	162236	700217	ONEIDA SMOKESHOP	RT 46 & TERRITORY RD	ONEIDA	NY	4			
162206	162236	701565	SAV ON GAS	5233 PATRICK RD	ONEIDA	NY	4			
162209	162221	689353	SMOKIN JOES TOBACCO	EAGLE GLEN S/C	E STROUDSBURG	PA	3			
1622-REQUESTED ALLOCATION OF 8-CTN DISPLAY #527951: 18 Displays							**130**	**0**	**0**	

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HIGH VOLUME OUTLETS

JUNE: DORAL CARTON ONSERT/ PROMOTION #700269

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Indicate in the appropriate columns whether store should receive:

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(Requested Number of Allocations of Display #527951 per Division must be utilized)

SR TERR	RR TERR	SIS #	FULL NAME	ADDRESS	CITY	STATE	#/Onserts (525152 @ 100/SKU) to R/Rep	No. of 8-Case Promo. Displays (#527951) P.O.S. Kit (#530183)	No. of 90-Ctn. Temp. Display (#458131) P.O.S. Kit (#525155)	NO DISPLAY (✓) (Store will receive P.O.S. Kit #525155)
162301	163830	633761	MINOR'S DISCOUNT BEV	292 LAKE STREET	ST ALBANS	VT	3			
162301	163830	724066	CIGARETTE WAREHOUSE	29 SMITHFIELD BLVD	PLATTSBURGH	NY	3			
162302	162320	494957	POULTNEY CASH MARKET	37 MAIN ST	POULTNEY	VT	3			
162302	162320	657371	BEVERAGE KING	RTE 4A	BOMOSEEN	VT	3			
162302	162320	576908	WELLS TRADING POST	RTE 30	WELLS	VT	3			
162302	162325	114561	NEXT DOOR	RT 7	POWNAL	VT	3			
162302	162325	623997	SHORT STOP VARIETY	MAIN STREET	BENNINGTON	VT	3			
162302	162325	114544	SMOKERS DEN	HUNT STREET	BENNINGTON	VT	3			
162302	162325	386834	N BENNINGTON VARIETY	BANK STREET EXT	N BENNINGTON	VT	3			
162302	162325	114564	BILLMONTS COUNTRY ST	RT 8	STAMFORD	VT	3			
162303	162322	619977	COUNTRY FEED STORE	ROUTE 30	AMSTERDAM	NY	3			
162303	162324	130283	BEEBE'S SERVICE STA	1000 CURRY RD	SCHENECTADY	NY	3			
1623 REQUESTED ALLOCATION OF 8-CTN DISPLAY #527951: 8 Displays							**36**	**0**	**0**	

Source: https://www.industrydocuments.ucsf.edu/docs/tlgn0000

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HIGH VOLUME OUTLETS

JUNE: DORAL CARTON ONSERT/ PROMOTION #700269

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- 8-Case Permanent Display (#527951); - Generic 90 Ctn Display (Item #458131); - Or, NO Display should be shipped.

(Requested Number of Allocations of Display #527951 per Division must be utilized)

SR TERR	RR TERR	SIS #	FULL NAME	ADDRESS	CITY	STATE	#/Onserts (525152 @ 100/SKU) to R/Rep	No. of 8-Case Promo. Displays (#527951) P.O.S. Kit (#530183)	No. of 90-Ctn. Temp. Display (#458131) P.O.S. Kit (#525155)	NO DISPLAY (✓) (Store will receive P.O.S. Kit #525155)
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	3			
162601	162626	422076	NO BLANKET	2400 UPPER MOUNTAIN	SANBORN	NY	3			
162601	162626	303562	SMOKIN' JOES #1	2293 SAUNDERS	SANBORN	NY	3			
162601	162626	349196	JAY'S	5446 WALMORE RD	LEWISTON	NY	3			
162601	162626	363986	HANK'S SMOKE SHOP	GARLOW ROAD	LEWISTON	NY	3			
162602	162622	197949	JAN'S TOBACCO SHOP	383 BLOOMINGDALE RD	BASOM	NY	3			
162602	162622	526968	THE REZ/INDIAN RESV	986 BLOOMINGDALE RD	BASOM	NY	3			
162602	162622	598116	T.P. DELI & FUEL	837 BLOOMINGDALE RD	BASOM	NY	3			
162603	162225	397797	BELL'S #2130/F	121 N.CENTER ST	PERRY	NY	3			
162606	162225	349605	SENECA ONE STOP #070	5402 W SHORE RD	CUBA	NY	5			
162606	162225	673510	OIL SPRINGS CORNERS	W SHORE ROAD	CUBA	NY	3			
162606	162623	035972	SENECA ONE STOP #010	BROAD ST.	SALAMANCA	NY	5			
162606	162623	509388	ROSEINE'S	1832 BUSH RD	GOWANDA	NY	3			
162606	162623	521674	OMNI ENTERPRISES II	11326 FARNHAM RD	IRVING	NY	3			
162606	162623	128513	SENECA HAWK TOBACCO	PROJECT	IRVING	NY	3			
162606	162623	536774	JR'S SMOKESHOP	RT. 5 & LAKESHORE RD	IRVING	NY	3			
162606	162623	440187	TRIPLE J TOBACCO	RT. 5 & MILESTRIP	IRVING	NY	3			
162606	162623	263886	DARREN'S BEARCLAW	11048 S.WESTERN BLVD	IRVING	NY	3			
162606	162623	422357	WOLF'S RUN	RT. 438	IRVING	NY	3			
162606	162623	566889	SANDY'S PLACE	RT. 438	GOWANDA	NY	3			
162606	162623	502516	IROQUOIS SMOKE SHOP	14411 FOUR MILE LEVE	GOWANDA	NY	3			
162606	162628	634478	SENECA ONE STOP #050	RTS. 5 & 20	IRVING	NY	5			
162606	162628	480762	BEARCLAW TRADING PST	RT. 280	STEAMBURG	NY	3			
162606	162628	368567	KEN'S SMOKESHOP	2001 ROUTE 219	LIMESTONE	NY	3			
162606	162628	675068	RICHARDS SMOKESHOP	W PERIMETER ROAD	STEAMBURG	NY	3			
162606	162628	328435	OJ'S SMOKESHOP	W.PERIMETER ROAD	STEAMBURG	NY	3			
162606	162628	482404	KENS LOCAL SMOKESHOP	7 MAIN ST	SALAMANCA	NY	3			
162606	162628	665431	ANTONE'S II	CENTER & BROAD ST	SALAMANCA	NY	3			
1626 REQUESTED ALLOCATION OF 8-CTN DISPLAY #527951: 26 Displays							90	0	0	

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HIGH VOLUME OUTLETS

JUNE: DORAL CARTON ONSERT/ PROMOTION #700269

ONSERTS (ITEM #525152, PACKED 100/SKU) WILL BE SHIPPED TO RETAIL REPS 5/19/97.

USE ONSERT IN CONJUNCTION WITH NORMAL DISCOUNTING.

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Indicate in the appropriate columns whether store should receive:

- 8-Case Permanent Display (#527951); - Generic 90 Ctn Display (Item #458131); - Or, NO Display should be shipped.

(Requested Number of Allocations of Display #527951 per Division must be utilized)

SR TERR	RR TERR	SIS #	FULL NAME	ADDRESS	CITY	STATE	#/Onserts (525152 @ 100/SKU) to R/Rep	No. of 8-Case Promo. Displays (#527951) P.O.S. Kit (#530183)	No. of 90-Ctn. Temp. Display (#458131) P.O.S. Kit (#525155)	NO DISPLAY (✓) (Store will receive P.O.S. Kit #525155)
163801	163827	679787	PAULS REDEMPTION CTR	RR #1/U.S. RTE. 5	DERBY	VT	3			
163802	163822	103182	THE COUNTRY MILE	RT 31	GREENVILLE	NH	5			
163802	163822	103172	RT. 13 STATELINE CON	RT 13	BROOKLINE	NH	5			
163802	163822	103186	STATE LINE VARIETY	RT 31 & 124	GREENVILLE	NH	3			
163802	163822	559739	HARDSCRABBLE VAR.	880 VALLEY RD	GREENVILLE	NH	5			
163803	163821	643587	CHAS GEM	RTE 10	WINCHESTER	NH	3			
163803	163821	104065	THE BIG S	48 MANNING HL	WINCHESTER	NH	5			
163803	163821	230124	BOTTOMS UP	ROUTE 12	FITZWILLIAM	NH	3			
163803	163821	230117	STATELINE GROCERY	ROUTE 12	FITZWILLIAM	NH	5			
163803	163821	104063	KULICKS SUPER MARKET	WARWICK RD	WINCHESTER	NH	3			
163803	163821	104100	VALLEY MARINA	RT 202	RINDGE	NH	3			
163803	163821	278707	ROUTE 63 COUNTRY	525 NORTHFIELD ROAD	HINSDALE	NH	5			
163803	163821	733076	RIVERSIDE GROCERY	RTE 9	W CHESTERFIELD	NH	5			
163803	163825	605251	5 STAR BEVERAGE	25 RIVER ST	NORTH WALPOLE	NH	3			
163804	163827	317529	BEVERAGE KING #1	INTERCHANGE DR	WEST LEBANON	NH	5			
163804	163827	630255	T&R SIDELINES	22 BRIDGE ST	WEST LEBANON	NH	3			
163805	163820	064556	FOODS PLUS CONV.	ROUTE 125	PLAISTOW	NH	6			
163805	163820	103059	BUTCHER BOY MKT	RT 28	SALEM	NH	6			
163805	163820	103056	TEXACO PAYSAVER	531 S BROADWAY	SALEM	NH	5			
163805	163820	346403	POST TIME	375 S BROADWAY	SALEM	NH	6			
163805	163820	689422	WORLD FAMOUS STATELN	24 BRIDGE ST	PELHAM	NH	5			
163805	163820	103073	RAYS STATELINE MKT	4 MAMMOTH RD	PELHAM	NH	5			
163805	163820	103069	R&B SUPERETTE	59 BRIDGE ST	PELHAM	NH	5			
163805	163820	104514	SHYERS LOBSTER POUND	RT 28	SALEM	NH	3			
163805	163820	702662	SIGNAL VARIETY	RT. 125	PLAISTOW	NH	6			
163805	163820	611422	FIRST CHANCE	DBA PELHAM MOBIL	PELHAM	NH	5			
163806	163826	677682	CASE N KEG LACONIA	JEFF MORIN ENTERPRIS	LACONIA	NH	3			
163806	163826	743970	CASE N KEG	MILL STREET	MEREDITH	NH	3			
163806	163826	755792	CORNER MARKET	201/2 WALKER STREET	CONCORD	NH	3			

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163806	163826	643741	AD&G VARIETY INC.	798 CENTRAL ST	FRANKLIN	NH	3			
163806	163826	579433	LACONIA SPA	65 CHURCH ST	LACONIA	NH	3			
163807	163823	572626	AYOTTES STATELINE	100 RIVER RD	HUDSON	NH	5			
163807	163823	490714	ANDY'S STATELINE	83 RIVER RD	HUDSON	NH	3			
163807	163824	486298	MS. MARKET	176 SAGAMORE ST	MANCHESTER	NH	5			
1638 REQUESTED ALLOCATION OF 8-CTN DISPLAY #527951: 16 Displays							144	0	0	

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(Requested Number of Allocations of Display #527951 per Division must be utilized)

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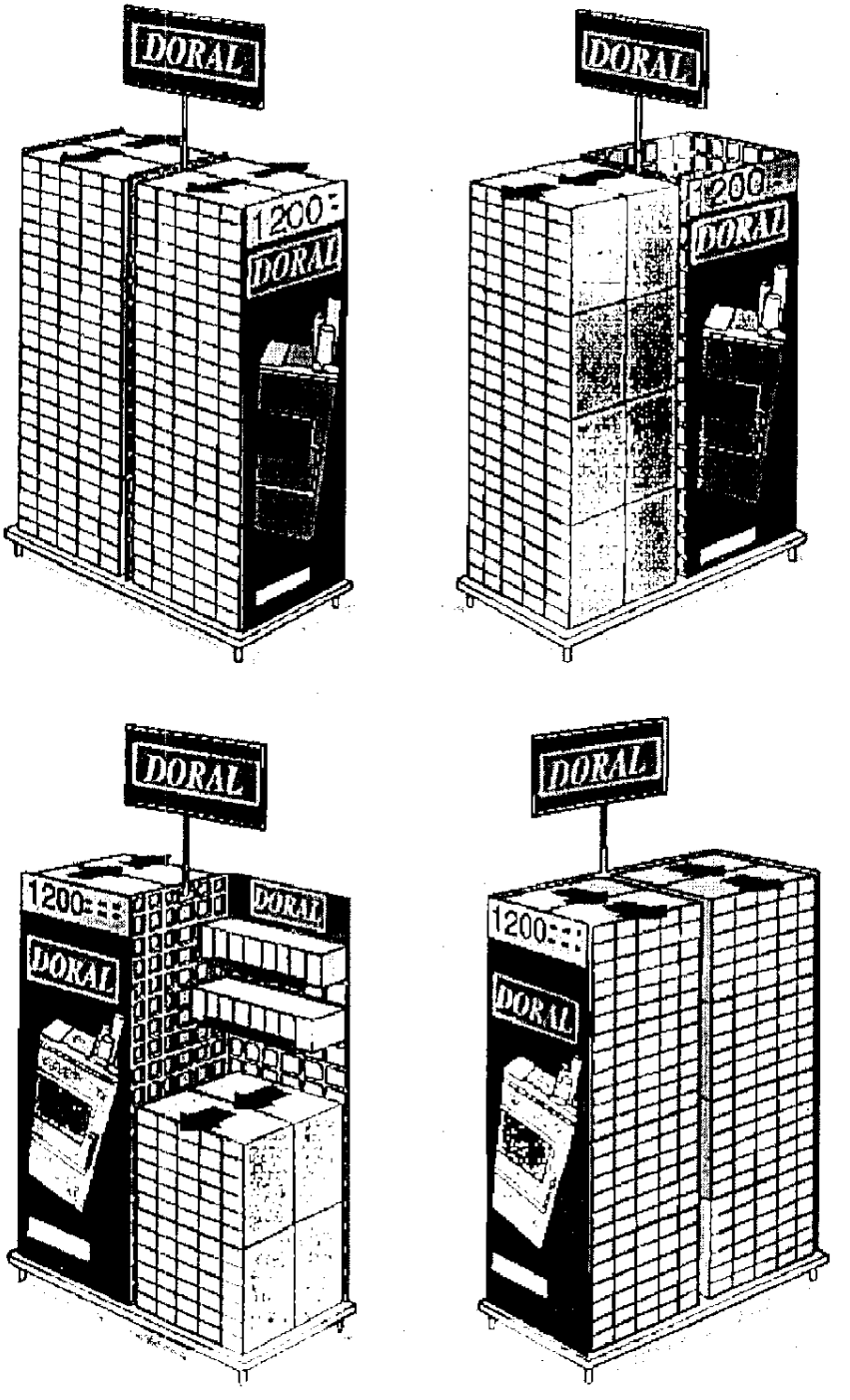
							400	0	0	

Source: https://www.industrydocuments.ucsf.edu/docs/tlgn0000

Doral Cigarette/Tobacco Store On-Carton
8-Case Display (2' x 4')
ITEM #527951



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June DORAL Carton Onsert - Cigarette/Tobacco Stores and Supermarkets

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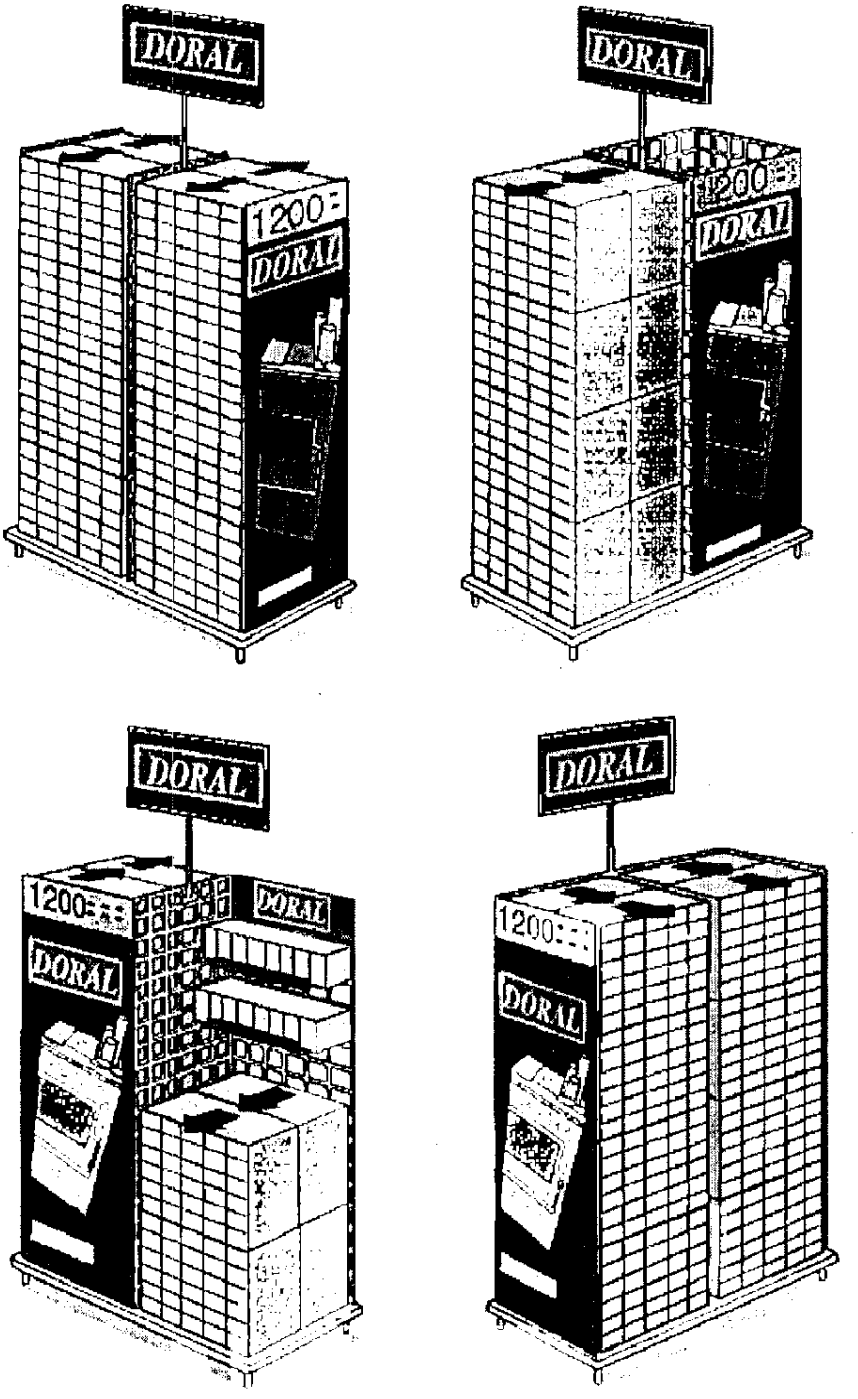
Region/Area	DORAL Carton Promotion (Cigarette/Tobacco Stores Without Pack Opportunities)		DORAL Carton Promotion (Cigarette/Tobacco Stores With Pack Opportunities)		Total DORAL Carton Promotion Cigarette/Tobacco Stores Program #700269, Item #525152		DORAL Carton Promotion Supermarkets Program #700270, Item #525140	
	Outlets	Carton Offers	Outlets	Carton Offers	Outlets	Carton Offers	Outlets	Offers
Boston 1100	1	300	70	20,900	71	21,200	242	12,100
New York Metro 1200	0	0	34	0	34	0	100	10,000
Philadelphia 1300	0	0	54	25,800	54	25,800	370	44,400
Buffalo 1600	44	13,800	89	26,700	133	40,500	240	24,000
Pittsburgh 1700	130	65,000	103	51,500	233	116,500	500	50,000
Cincinnati 1800	0	0	230	115,000	230	115,000	600	60,000
Total NESA	**175**	**79,100**	**580**	**239,900**	**755**	**319,000**	**2,052**	**200,500**
Winston-Salem 2100	69	47,500	44	35,000	113	82,500	800	80,000
Atlanta 2200	0	0	110	55,000	110	55,000	327	50,500
Florida 2300	11	6,500	153	76,500	164	83,000	796	87,700
Dallas 2600	65	32,500	135	40,500	200	73,000	350	35,000
Richmond 2900	81	40,500	161	80,500	242	121,000	500	50,000
Total SSA	**226**	**127,000**	**603**	**287,500**	**829**	**414,500**	**2,773**	**303,200**
N. California 5100	46	23,000	47	23,500	95	50,300	649	30,000
S. California 5400	15	7,500	64	38,400	66	31,600	985	97,200
Seattle 5600	14	7,000	155	77,500	169	84,500	1,510	68,000
Houston 5800	3	1,500	65	32,500	79	44,500	647	63,600
Total WSA	**78**	**39,000**	**331**	**171,900**	**409**	**210,900**	**3,791**	**258,800**
Chicago 6200	72	36,000	127	63,500	199	99,500	150	15,000
Minneapolis 6300	21	10,500	129	64,500	150	75,000	398	39,800
Denver 6600	0	0	330	165,000	330	165,000	623	62,300
Detroit 6700	44	22,000	146	73,000	190	95,000	338	33,800
St. Louis 6900	106	60,400	159	78,100	265	138,500	680	68,000
Total MWSA	**243**	**128,900**	**891**	**444,100**	**1,134**	**573,000**	**2,189**	**218,900**
GRAND TOTAL	**722**	**374,000**	**2,405**	**1,143,400**	**3,127**	**1,517,400**	**10,805**	**981,400**

rjl240/ccd
1/8/97

Source: https://www.industrydocuments.ucsf.edu/docs/tlgn0000

Doral Cigarette/Tobacco Store On-Carton
8-Case Display (2' x 4')
ITEM #527951



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